

HOW SOCIAL MEDIA CAN ADVANCE YOUR MESSAGE

Riverside Community College District supports the use of social media as an effective tool to disseminate **accurate and useful** information. To ensure this, content on social media sites managed by College or District departments/offices/programs should be written and maintained in an appropriate, ethical, and professional manner. **Social media sites should also be checked often for content and acceptable postings.**

Before setting up a social media page it is recommended that the site be registered with your College webmaster (please refer to the attached flow charts for appropriate personnel). As part of the registration process, you'll be asked to provide social media site addresses as well as your username and password for the site(s). If there is an option to add a second administrator, please add an account for your College webmaster. This is to ensure staff can access the site in case of an emergency.

Keep in mind that RCCD/MVC/NC/RCC social media sites can only be used for college or district-related purposes. The sites should be used to communicate important college/district related information; promote or recap events; market academic or student services programs, etc. The sites should not be used for personal postings or opinions.

Photo Guidelines

Social media sites are required to follow District policy on photo usage and releases. It is critical that departments understand when a photo release is needed. Social media managers need to ask themselves two questions:

- 1) How is the image being used?
- 2) Is the person in the image identifiable?

If the image is being used for editorial purposes (disseminating information), no release is necessary (though it is preferred).

If the image is being used for advertising, trade or commercial use, a photo release is **required**. Photos of children should not be posted without the express written consent from their parents, except when the photos are taken at public events. Even in these cases, use caution when posting photos of young children; it is always preferable to secure permission.

RCCD Photo Release Form

<http://intranet.rccd.net/departments/administrative/district/PAIA/Documents/PhotoVideoReleaseForm.pdf>

Links below are helpful in deciding which photos require releases.

Here's Stanford's primer on the subject:

http://fairuse.stanford.edu/overview/releases/when/#commercial_uses

And the American Society of Media Photographer's:

<https://asmp.org/tutorials/property-and-model-releases.html#.U1B5JVf7Qct>

Use of Logos

RCCD and colleges work diligently to promote, maintain and protect their branding standards. These standards include social media sites. Only RCCD-approved logos can be used. The college social network page should begin with the name of the college.

District Style Guide

<http://rccd.edu/administration/strategiccomm/Documents/District%20Style%20Guide.pdf>

Moreno Valley College Style Guide

<http://rccd.edu/administration/strategiccomm/Documents/Mo%20Val%20Style%20Guide%20w%20Mayo.pdf>

Norco College Style Guide

<http://rccd.edu/administration/strategiccomm/Documents/Norco%20Style%20Guide.pdf>

Riverside City College Style Guide

<http://rccd.edu/administration/strategiccomm/Documents/Riverside%20Style%20Guide.pdf>

Administration of Social Media Sites

It is highly recommended that two site administrators be established for your social media site(s). At no time should a student be listed as an administrator of a site.

Best Practices for Effective Social Media Marketing

- Respect your audience and your colleagues.
- Don't engage in any conduct that would not be acceptable in the workplace.
- Ensure that you are providing accurate information.
- Consider the image you want to portray to the community; you are representing your department, college and the district
- Consider and review your content carefully.
- Update your social media site on a regular basis. In this way, it will become a trusted and popular site for information and news.

Standards

The Office of Strategic Communications and Relations does not monitor social media sites. Monitoring of sites is the responsibility of the area dean, department chair and other stakeholders. **Departments are responsible for all activity and content posted.** In the case of a social media site not being updated and monitored, it is recommended the site be taken down and users invited to join the respective college site.

Copyrighted Content

Don't use copyrighted material without the copyright holder's permission, unless the material is licensed under Creative Commons or classified as being in the public domain (Board Policy 3750, <http://www.rccd.edu/administration/board/New%20Board%20Policies/3750BPAP.pdf>).

It is recommended that social media sites be checked daily for:

- Libelous, slanderous, inflammatory or defamatory comments
- Vulgar, racist or sexist slurs
- Obscenities
- Comments pertaining to violence
- Incorrect information
- Information that violates student privacy under FERPA
- Advertisements for alcohol, tobacco or pornography are prohibited

RCCD/MVC/NC/RCC social media sites should clearly state acceptable standards of posting

behavior and collegiality along with a notation that the site administrators reserve the right to delete posts that do not meet the standards of behavior outlined.

Removal of User-Posted Content

It is permissible for the social media site administrator to take down user-posted content in the following instances: disclosure of confidential information, unauthorized use of District or College logos, unauthorized use of copyright works, issues of defamation, and product endorsement.

Media Inquiries

Social media postings could generate media inquiries. If a member of the media contacts the department about a social media posting, please contact the Office of Strategic Communications and Relations Office immediately and be prepared to provide background on the cited posting.

Disclaimer

Social media sites are required to post the following disclaimer: Public comments on this site do not reflect the opinion or position of the Riverside Community College District, its Board of Trustees, students, faculty or staff. If you have any questions concerning the operation of this social media site, you are encouraged to contact the College webmaster at:

Norco College – webmaster@norcollege.edu

Moreno Valley College – webmaster@mvc.edu

Riverside City College – webmaster@rcc.edu